

IN THE CLAIMS

Please amend the claims as follows:

1.-7. (Canceled)

8. (Currently Amended) A method for providing a search query implemented in a computer-readable medium and to execute on a computer, comprising:

providing, by the computer, an Application Programming Interface (API) for receiving a search constraint and a control field identifier; and

providing, by the computer, a search generating module interfaced to the API for automatically generating a search query from the search constraint and the control field identifier, wherein the search constraint defines an operand and an operator for the search query being generated and wherein a control field defines a control field of a data store from which search results obtained from executing the search query are to be filtered via a join or merge and the control field identifier is separate and apart from the search constraint and the control field identified by the control field identifier is further used as a modified search to filter the search results for identical values of the control field;

wherein when the search query is executed records from the data store are returned representing data store records that satisfy the search constraint and have the identical values for the control field identifier for each customer identification value, and the control field identifier identifies a particular field in the data store that is used as a search filter on the search results, the search filter is the modified search, and that modified search is a second search on the search results that performs the join or the merge.

9. (Currently Amended) The method of claim 8 further comprising providing, by the computer, a command option within the API to manually execute the search query.

10. (Currently Amended) The method of claim 9 further comprising presenting, by the computer, the records when the command option is selected.
11. (Original) The method of claim 8 wherein the providing of the search generating module further includes interfacing the API to the search generating module over a network.
12. (Original) The method of claim 8 wherein the providing the API further includes interfacing the API to one or more automated applications.
13. (Currently Amended) The method of claim 8 further comprising interfacing, by the computer, the records automatically after the search query is executed to a marketing campaign module.
14. (Currently Amended) The method of claim 8 further comprising generating, by the computer, hierarchies from portions of the records when the search query is executed, wherein each hierarchy represents an aspect of the search constraint.
15. (Currently Amended) A computer implemented search query generation system, comprising:
- a search query interface implemented in a computer-readable medium and to execute on a computer; and
 - a search generating module implemented in a computer-readable medium and to execute on the computer;
- wherein the search query interface is operable to receive a search constraint and a control field identifier, and wherein the search generating module generates a search query by using the search constraint and control field identifier to return records of a data store that satisfy the search constraint and have identical values for the control field identifier when associated with a same customer identification value, and wherein the search constraint defines a search operand and a search operator and the control field identifier defines a control field of the data store against which search results for the

search query are filtered and the control field identifier is separate and apart from the search constraint and the control field identified by the control field identifier is further used as a modified search in performing a searching join or merge operation using the control field, and the control field identifier identifies a particular field in the data store that is used as a search filter on the search results, the search filter is the modified search, and that modified search is a second search on the search results that performs the join or the merge.

16. (Original) The search query generation system of claim 15 wherein the search query interface includes a Graphical User Interface (GUI) application for receiving the search constraint and the control field identifier and an Application Programming Interface (API) that interfaces the GUI application to the search generating module.
17. (Original) The search query generation system of claim 15 wherein the search generating module automatically executes the search query and presents the records to the search query interface.
18. (Original) The search query generation system of claim 15 wherein the search generating module executes the search query and presents the records to the search query interface when instructed to do so by the search query interface.
19. (Original) The search query generation system of claim 18 wherein the search query interface assembles and links the records after the search query is executed into logically related hierarchies and presents the hierarchies within the search query interface.
20. (Original) The search query generation system of claim 19 wherein the hierarchies are linked to fields in the data store and can be activated from the search query interface to present different views of the hierarchies.

21. (Currently Amended) A computer-implemented search query generation system comprising:

a data store implemented in a computer-readable medium and accessible via a computer;
and

a search generating module implemented in a computer-readable medium that generates a search query, the search generating module also executes on the computer;

wherein the search generating module uses a search constraint and a control field identifier to construct the search query, and the search query when executed returns records from the data store that satisfy the search constraint and have identical values for the control field identifier for a same customer identification value, and wherein the search constraint defines at least a search operator and a search operand and the control field identifier defines a control field in the data store against which search results for the search query are filtered and the control field identifier is separate and apart from the search constraint and the control field identified by the control field identifier is further used as a modified search in performing a searching join or merge operation using the control field, and the control field identifier identifies a particular field in the data store that is used as a search filter on the search results, the search filter is the modified search, and that modified search is a second search on the search results that performs the join operation or the merge operation.

22. (Original) The search query generation system of claim 21 wherein the system is interfaced to a customer segmentation module.

23. (Original) The search query generation system of claim 21 wherein the system is used to generate a travel customer segmentation population based on a marketing campaign's search constraint representing an instance of the search constraint and wherein the control field identifier is a trip identifier.

24. (Original) The search query generation system of claim 23 wherein the marketing campaign's search constraint includes at least one of a hotel stay constraint, a rental car constraint, a destination constraint, and a layover constraint.